

Neeraj Pradhan

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EXPERIENCE

GROUPON | Machine Learning Engineer, Search & Data Mining

June 2014 – present | Palo Alto, CA

- Set up data infrastructure for user activity based personalization and search query click analytics.
- Prototyped models for demand-supply gap analysis, query term categorization and Related Search using query click log data, and deployed to production.

STANFORD UNIVERSITY | Graduate Teaching Assistant

Sept 2013 – June 2014 | Stanford, CA

- **Machine Learning (CS229)** by Prof. Andrew Ng
- **Mining Massive Datasets (CS246)** by Prof. Jure Leskovec
- **Simulation (MS&E 223)** by Prof. Peter J. Haas

GROUPON | Software Development Intern, Search

July 2013 – Sept 2013 | Palo Alto, CA

- Developed a search ranking model to rank deals based on relevance to user profile and search term.
- Deployed the model to production for real-time ranking of deals for web and mobile search.

INMOBI | Intern, Product Marketing

June 2012 – Aug 2012 | Bangalore, India

- Worked in conjunction with the Engineering and Sales team to release sales and technical collateral for the InMobi Ad Tracker, a cross-platform mobile conversion tracking tool.

FABMART | Marketing and Strategy Associate

Aug 2011 – Mar 2012 | Bangalore, India

- Worked with the core team of an early stage e-retail startup. Developed the business plan and financial models, and helped with fundraising efforts.

CITIGROUP | Data Analyst

July 2010 – Aug 2011 | Bangalore, India

- Worked on predictive modeling for credit cards and associated loan products.

TEXAS INSTRUMENTS | Software Development Intern

Jan 2010 – June 2010 | Bangalore, India

- Worked on integrating testability features as part of chip design.
- Developed methodology for test coverage to critical microprocessor paths not covered by test pattern generation software.

EDUCATION

STANFORD UNIVERSITY | MS Management Science & Engineering

Sept 2012 - June 2014 | Stanford, CA | Cum. GPA: 3.91

- Concentration in Data Mining.
- Coursework: Artificial Intelligence, Machine Learning, Mining Massive Data Sets, Simulation, Networked Markets, Algorithms, Startup Engineering.

BIRLA INSTITUTE OF TECHNOLOGY & SCIENCE | M.Sc. Physics & B.Tech. Electrical Engineering

Aug 2005 - June 2010 | Pilani, India | Cum. GPA: 9 / 10

- **Thesis:** Studied the effects of attractor dynamics in modular networks.

PUBLICATIONS

Search & Data Mining, Groupon

- "Atypical Queries in eCommerce". 2015 ACM International Conf. on Information and Knowledge Management. [pdf](#)
- "Big Data Gathering and Mining Pipelines for CRM using Open-source". 2015 IEEE International Conf. on Big Data. [pdf](#)
- "Mining Lifestyle Personas at Scale in eCommerce". 2015 IEEE International Conf. on Big Data. [pdf](#)

Thesis Research, Institute of Mathematical Science

- "Modular organization enhances the robustness of attractor network dynamics". Europhys. Letters, 2011. [pdf](#)

Texas Instruments

- "At-speed Testing of Asynchronous Reset De-assertion Faults". International Conference on VLSI Design, 2012. [link](#)

CS 229 project, Stanford University

- "Author identification of movie reviews". [pdf](#)

PROGRAMMING

Python • Java • R • Hive • ~~ATX~~ • Shell